

# Saturday Chef: Maroons & Petit Fours

DATE: Saturday, September 13, 2025

LOCATION: Augusta, Georgia, US

## Event Description

Saturday Chef: Maroons & Petit Fours is a premier community event in Augusta. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** community

**Importance Rank:** 24/100

**Expected Attendance:** 50 people

**Event ID:** 5MJu68LrrHhTrvhmwT

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 20 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*